



Advance Monthly Retail Sales

June 1990

U.S. Department of Commerce
BUREAU OF THE CENSUS

CB-90-126

FOR WIRE TRANSMISSION 8:30 A.M. EDT., Friday, July 13, 1990

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for June adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$147.8 billion, an increase of 0.5 percent (+1.2%) from the previous month and 2.4 percent above June 1989. Total sales in the second quarter were 2.3 percent above the same quarter a year ago.

Durable goods decreased 0.1 percent (+2.5 %) from the previous month.

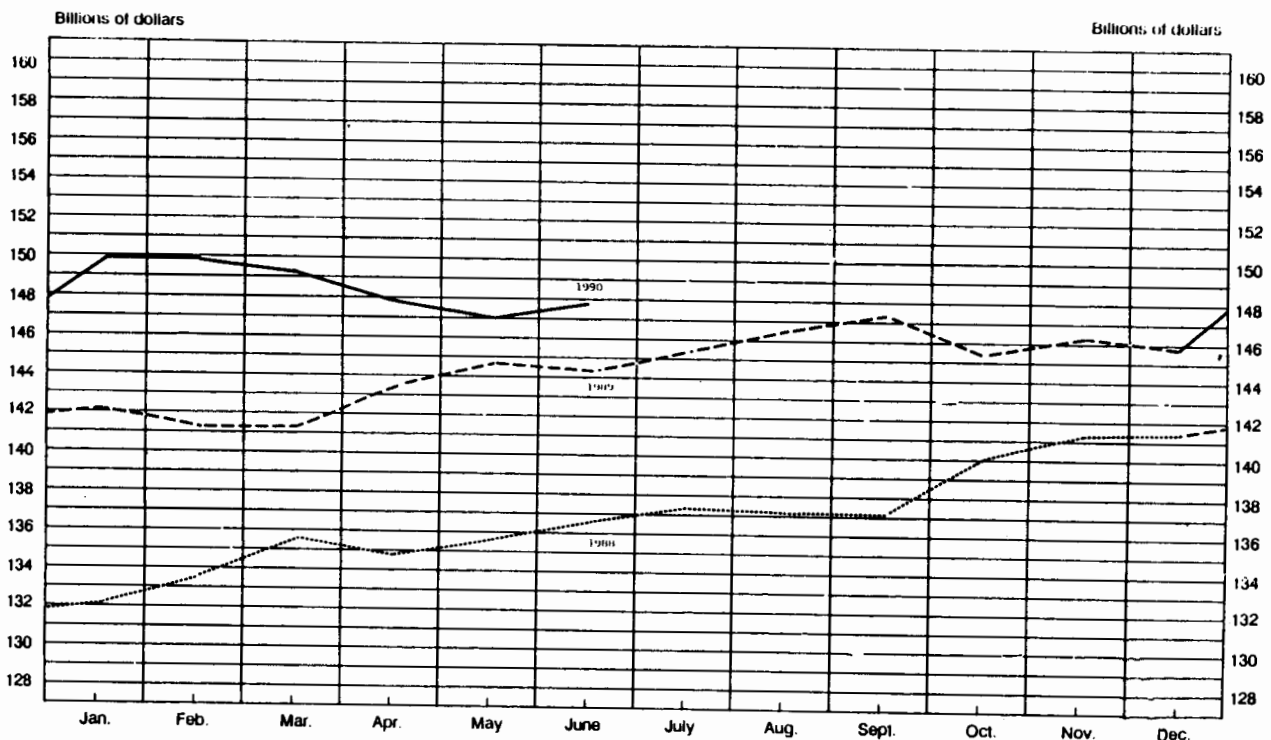
Nondurable goods increased 0.9 percent (+1.3 %) from the previous month and were 4.2 percent above last year. General merchandise increased 2.8 percent from May and was 3.9 percent above June 1989. Food stores were up 3.5 percent from the previous year.

The Advance Monthly Retail Sales Report for July is scheduled to be released August 14, 1990, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

January 1988-June 1990

(Data adjusted for seasonal, holiday, and trading-day differences)



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This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board (N-8-1) (202-377-3870) and through the Census Bureau's online information service-CENDATA. CENDATA is available from Dialog Information Services, INC. (1-800-334-2484) and CompuServe (1-800-848-8199). The CENDATA staff at the Bureau of the Census (301-763-2074) can provide content information and general guidance.

Table 1. Estimated Monthly Retail Sales, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1990			1989		1990			1989	
		June ² adv.	May prel.	Apr. final	June	May	June ² adv.	May prel.	Apr. final	June ² adv.	May ²
	Retail trade, total.....	151,650	153,371	144,959	149,003	150,259	147,824	147,040	147,886	144,415	144,626
	Total (excl. auto group)..	117,811	118,929	112,680	113,917	114,902	117,017	116,256	117,049	113,087	113,135
	Durable goods, total.....	57,107	58,161	53,956	58,397	58,894	53,370	53,439	53,620	53,769	54,012
52	Building mat., hardware, garden supply, and mobile home dealers..	8,805	9,201	8,061	9,033	9,446	7,717	7,619	7,631	7,841	7,840
521,3	Building mat. and supply stores.	(*)	6,397	5,730	6,523	6,512	(*)	5,582	5,634	5,682	5,707
525	Hardware stores.....	(*)	1,219	1,086	1,109	1,149	(*)	1,062	1,046	1,016	1,020
55 ex. 554	Automotive dealers.....	33,839	34,442	32,279	35,086	35,357	30,807	30,784	30,837	31,328	31,491
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	30,886	31,581	29,579	32,347	32,648	28,078	28,072	28,090	28,778	28,918
551	Motor vehicle (franchised)....	(*)	27,618	25,595	28,008	28,166	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,861	2,700	2,739	2,709	(*)	2,712	2,747	2,550	2,573
57	Furniture, home furnishings, and equipment stores.....	7,635	7,643	7,144	7,485	7,331	7,681	7,830	7,797	7,611	7,497
571	Furniture and home furnishings..	(*)	4,228	3,988	4,106	4,148	(*)	4,178	4,167	4,069	4,091
5722,32	Household appliance, radio, and TV stores.....	(*)	2,802	2,510	2,779	2,608	(*)	2,956	2,895	2,883	2,754
5722	Household appliance stores....	(*)	784	691	737	701	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	94,543	95,210	91,003	90,606	91,365	94,454	93,601	94,266	90,646	90,614
53	General merchandise group stores..	16,605	16,928	15,954	15,911	16,214	17,415	16,939	17,317	16,757	16,531
531	Dept. stores (ex. leased depts.)	13,458	13,608	12,996	12,896	13,056	14,092	13,690	14,050	13,560	13,363
531	Dept. stores (in. leased depts.) ³	(*)	14,005	13,403	13,260	13,445	(*)	14,104	14,458	13,958	13,776
533	Variety stores.....	(*)	570	586	537	555	(*)	592	590	586	575
539	Misc. general mdse. stores.....	(*)	2,750	2,372	2,478	2,603	(*)	2,657	2,677	2,611	2,593
54	Food stores.....	31,094	31,101	29,491	29,905	29,784	30,126	30,113	30,562	29,102	29,128
541	Grocery stores.....	29,319	29,231	27,628	28,236	28,083	28,382	28,297	28,690	27,467	27,478
554	Gasoline service stations.....	10,541	10,355	9,804	10,383	10,425	9,944	9,890	9,863	9,777	9,986
56	Apparel and accessory stores.....	7,540	7,718	7,632	7,114	7,322	7,979	7,923	7,756	7,628	7,595
561	Men's and boys' clothing and furnishings stores.....	(*)	783	743	767	766	(*)	801	772	785	786
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	2,805	2,726	2,446	2,655	(*)	2,828	2,805	2,700	2,712
565	Family clothing stores.....	(*)	2,134	2,040	1,970	1,917	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,433	1,525	1,388	1,434	(*)	1,397	1,399	1,432	1,424
58	Eating and drinking places.....	15,758	15,633	15,028	15,238	14,909	14,951	15,046	15,104	14,444	14,391
591	Drug and proprietary stores.....	5,348	5,468	5,335	4,935	5,056	5,474	5,409	5,438	5,010	5,006
592	Liquor stores.....	(*)	1,695	1,573	1,717	1,686	(*)	1,685	1,706	1,680	1,688
5961 (pt.)	Mail-order houses (department store merchandise).....	(*)	364	353	342	356	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF.....	(*)	37,435	35,380	35,314	35,718	(*)	38,237	38,459	37,190	36,850

*Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available. ² Revised

¹ Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-90-05.

² Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

³ Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

⁴ GAF represents stores which specialize in department store types of merchandise.

Note: Totals include data for kinds of business not shown separately.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

(Adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Percent change					
		June 1990 advance from--		May 1990 preliminary from--		Apr. 1990 through June 1990	
		May 1990 prelim.	June 1989 final	Apr. 1990 final	May 1989 final	Jan. 1990 through Mar. 1990	Apr. 1989 through June 1989
	Retail trade, total.....	+0.5	+2.4	-0.6	+1.7	-1.4	+2.3
	Total (excl. automotive group).....	+0.7	+3.5	-0.7	+2.8	-0.7	+3.6
	Durable goods, total.....	-0.1	-0.7	-0.3	-1.1	-3.3	-0.8
52	Building materials, hardware, garden supply, and mobile home dealers.....	+1.3	-1.6	-0.2	-2.8	-3.5	-2.1
55 ex. 554	Automotive dealers.....	+0.1	-1.7	-0.2	-2.2	-3.9	-2.3
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	0.0	-2.4	-0.1	-2.9	-4.1	-3.2
57	Furniture, home furnishings, and equipment stores.....	-1.9	+0.9	+0.4	+4.4	0.0	+3.1
	Nondurable goods, total.....	+0.9	+4.2	-0.7	+3.3	-0.3	+4.2
53	General merchandise group stores.....	+2.8	+3.9	-2.2	+2.5	-2.7	+3.4
531	Dept. stores (ex. leased dept.).....	+2.9	+3.9	-2.6	+2.4	-2.7	+3.4
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	-2.4	+2.4	(NA)	(NA)
54	Food stores.....	0.0	+3.5	-1.5	+3.4	+0.3	+4.4
541	Grocery stores.....	+0.3	+3.3	-1.4	+3.0	+0.3	+4.0
554	Gasoline service stations.....	+0.5	+1.7	+0.3	-1.0	-1.3	+0.9
56	Apparel and accessory stores.....	+0.7	+4.6	+2.2	+4.3	+1.1	+3.8
58	Eating and drinking places.....	-0.6	+3.5	-0.4	+4.6	-0.1	+4.4
591	Drug and proprietary stores.....	+1.2	+9.3	-0.5	+8.1	+1.7	+9.1

Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		May 1990 prelim.	Apr. 1990 final	May 1989	May 1990 prelim.	Apr. 1990 final	May ² 1989
	Retail trade, total.....	56,791	53,798	53,794	56,157	56,367	53,789
53	General merchandise group stores.....	15,515	14,623	14,853	15,617	15,950	15,198
531	Dept. stores (ex. leased dept.).....	13,183	12,591	12,608	13,303	13,627	12,918
531	Dept. stores (in. leased dept.).....	13,569	12,984	12,984	13,692	14,022	13,303
533	Variety stores.....	443	459	440	460	464	455
539	Miscellaneous general merchandise stores.....	1,889	1,573	1,805	(NA)	(NA)	(NA)
54	Food stores.....	17,534	16,562	16,575	(NA)	(NA)	(NA)
541	Grocery stores.....	17,319	16,316	16,383	16,831	16,960	16,109
56	Apparel and accessory stores.....	4,246	4,189	3,959	4,378	4,237	4,145
562;3,8	Women's clothing, specialty stores, furriers.....	1,526	1,450	1,459	1,541	1,496	1,509
566	Shoe stores.....	918	992	895	891	902	889
591	Drug stores and proprietary stores.....	3,333	3,272	3,009	3,320	3,325	2,997

NA Not available. ² Revised

¹ Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-90-05.

² Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Note: The Group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multi-establishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which vary by kind of business).



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Sample Design and Reliability of Data

The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference.

Percentage differences between advance and full sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -0.4 percent to +1.2 percent with the average of the absolute differences about 0.4 percent for the past 12 months. For individual kind-of-business groups, these differences tend to be higher. Sampling variability of and revisions to advance-to-preliminary estimates are shown in table 4 below.

Preliminary estimates for May 1990 and final estimates for April 1990 based on the full sample are published later this month in the Monthly Retail Trade Report for May (BR-90-05). The complete report will provide sales estimates in greater detail and will present a description of revisions and the techniques used in developing the estimates.

The margin of sampling error, as used on page 1, indicates a range about the estimate which corresponds to a 90 percent confidence interval. If, for example, the estimate is up 0.8 percent and margin of sampling error is 1.2 percentage points above or below the estimate, then the indicated range is -0.4 percent to +2.0 percent. If the range contains 0, it is uncertain whether there was an increase or decrease. The Monthly Retail Trade Report includes explanations of confidence intervals and sampling variability along with additional measures of sampling variability.

Table 4. Sampling Variability of and Revision to Advance-to-Preliminary Estimate

SIC code	Kind of Business	Estimated coefficient of Variation in percent of the						Preliminary-to-final percent change minus the Advance-to-preliminary percent change				
		Advance-to- preliminary ratio		Ratio to same month a year ago	Dollar volume sales est.	Ratio of current quarter to prev. quarter						
		Range ¹		Median	Median	Median	Median	Range ²		Mean	Aver. of absolute diff.	
From	To	From	To									
52 55 ex. 554 551,2,5, 6,7,9 57	Retail trade, total.....	0.5	0.6	0.6	0.9	0.8	1.0	-0.4	+1.2	+0.1	0.4	
	Total (excl. auto).	0.5	0.7	0.6	0.8	0.7	0.9	-0.3	+0.5	+0.1	0.2	
	Durable goods, total..	1.4	2.0	1.6	2.3	1.8	2.2	-0.9	+1.7	-0.1	0.7	
	Building materials, group stores.....	1.1	3.0	1.7	3.8	3.2	3.1	-1.9	+3.1	0.0	0.7	
	Automotive dealers.....	1.6	2.4	2.0	3.2	2.6	3.0	-2.1	+2.9	-0.1	0.9	
	Motor vehicle and misc. automotive dealers.....	1.3	2.0	1.6	4.0	2.8	3.3	-2.5	+3.3	-0.1	1.0	
	Furniture, home furn. and equipment stores.....	1.3	3.8	2.1	4.2	3.9	3.1	-1.9	+5.0	+0.5	1.5	
	Nondur. stores, total...	0.5	0.7	0.6	1.0	0.7	0.9	-0.2	+0.7	+0.1	0.2	
	53 531	General merch. group, total.	0.2	0.9	0.4	0.4	0.4	0.5	-0.9	+1.3	0.0	0.4
		Dept. stores (ex. leased depts.).....	0.1	0.3	0.2	0.2	0.2	0.1	-0.5	+1.2	+0.1	0.4
54	Food stores.....	0.8	1.3	1.0	1.7	1.3	1.6	-0.4	+1.5	+0.2	0.4	
541	Grocery stores.....	0.2	0.5	0.3	1.8	1.3	1.6	-0.5	+1.3	+0.2	0.4	
554	Gasoline service stations...	0.6	1.0	0.9	2.9	2.1	2.7	-1.8	+1.9	0.0	0.7	
56	Apparel and acc. stores....	1.1	3.6	1.7	2.5	2.0	1.9	-3.9	+3.8	+0.2	1.4	
58	Eating and drinking	0.4	1.9	0.8	2.7	2.3	2.6	-1.3	+1.6	+0.2	0.8	
591	Drug and proprietary	0.6	1.8	0.7	2.5	1.9	2.1	-1.7	+2.1	+0.3	0.7	

¹ The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variation, holiday, and trading-day differences for the data months of November 1988 - October 1989.
² The ranges shown for the retail trade total are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, June 1989 - May 1990. The ranges for all other totals and kinds of business are based on the 12-month period October 1988 - September 1989.

Note: Coefficients of variation for the ratio of current quarter to current quarter a-year-ago estimates are approximately the same as those for the ratio of current quarter to previous quarter. See appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.